Telling the Story About Agronomy

Have Field Days Really Changed That Much?

Traditional Field Days

Reach Out To A Broader Audience Utilizing Social Media and Video
- Professionally Done
- Branded
- Short ~3 minutes or less
- Other Options
  - Tell a story overtime
  - Promote An Event

Or a Political Speaker

Promotional Video
Sunflower Promotion Video

Promote an Event: Historic Sanborn Field-130 Year Anniversary

How Much of An Impact-37,000 People Reached

First A Trailer To Promote the Event

Nearby Passive Education-Cotton, Peanuts, Sorghum, Tomatoes, Peppers, Pollinator Plots

Next The Final Product: Science from Sanborn Field
Impact-39 million-$365,499 Equivalent in Advertising
- The video trailer got the interest of the Columbia Missourian-University of MO Journalism
- A Student Covered the Event and Wrote a Story
- The Story Got Picked Up By The AP
- From The San Francisco Chronical to the Boston Herald
- US News and World Report

The Next Step-Promotion of Our College-Student Experience and Research
A Series of Three or Four Videos Published As A Virtual Field Day

Water Management-Drought

Jordon Thomas-Animal Science
Hallie Thompson-Lab to the Field

Renee Adler-Agronomy

Conclusions

- Promotion Videos Can Be Valuable
  - Professionally Done
  - Branded
  - Within Time Limitations
    - 1-3 minutes
    - Education less than 10